

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

IT Promotion - Organizing eIndia 2012 conference & exhibition & MeeSeva Anniversary Celebrations held from 15-16 November, 2012 at HICC, Hyderabad – Newspaper advertisements and TV Strip Scrolling advertisement - Sanction and release of an amount of Rs.21,36,328/- (Rupees Twenty One Lakhs Thirty Six Thousand Three Hundred and Twenty Eight Only) to various agencies – Orders – Issued.

INFORMATION TECHNOLOGY AND COMMUNICATIONS (Promotions) DEPARTMENT

G.O.Rt.No. 14

Dated:10 .01.2013
Read the following:

- 1) From M/s.Shreya Broadcasting Pvt Ltd, Invoice dt:30.11.2012.
- 2) From M/s.Rachana Television Private Limited, Invoice dt: 30.11.2012.
- 3) From M/s.Associated Broadcasting Company Pvt Ltd, Invoice dt:16.11.2012 & 30.11.2012.
- 4) From M/s.Telangana Broadcasting Pvt Ltd, Invoice dt: 20.11.2012.
- 5) From M/s.Eenadu Television Pvt Ltd, Invoice dt:15.11.2012 & 27.11.2012.
- 6) From M/s.Hyderabad Media House Limited, Invoice dt: 20.11.2012.
- 7) From M/s.Indira Television Limited, Invoice dt: 20.11.2012.
- 8) From M/s.Aamoda Broadcasting Company Pvt Ltd, Invoice dt: 15.11.2012.
- 9) From M/s.VIL Media Private Limited, Invoice dt: 22.11.2012.
- 10) From M/s.Ramakanth Advertising Private Limited, Invoices dt:15.11.2012 & 25.11.2012.
- 11) From M/s.Progress Communications Pvt Ltd, Invoice dt: 15.11.2012.
- 12) From M/s.Sreshta Communications, Invoice dt : 20.11.2012.
- 13) From Commissioner, I&PR Dept, Lr.No.015016/Advt.I/2012, dt :13.12.2012.
- 14) G.O.Rt.No.2502, Finance (EXPR.GAD-II) Department dt:19.05.2012.
- 15) U.O.Note No.918/IT&C/Budget/2012, IT&C Dept, dt:22.05.2012.

ORDER:

eIndia 2012 conference & exhibition & MeeSeva Anniversary Celebrations was successfully conducted from 15-16 November, 2012 at HICC, Hyderabad. More than 150 stalls were erected by IT/ITES/Health, etc, companies showcasing their products. More than 1000 delegates from across the country were present at the event.

2. In connection with creating public awareness on the happening of the event, organizing logistics for conducting the eIndia Exhibition & Conference, it was decided to give newspaper advertisements and TV Strip Scrolling advertisement as per the following details:

S.No.	Nature of work	Name of the agency	Amount (Rs.)
1	TV Strip Scrolling – TV5	Shreya Broadcasting Pvt Ltd	25,281
2	TV Strip Scrolling - NTV	Rachana Television Private Limited	25,281
3	TV Strip Scrolling – TV9	Associated Broadcasting Company Pvt Ltd	58,989
4	TV Strip Scrolling – T News	Telangana Broadcasting Pvt Ltd	16,854
5	TV Strip Scrolling – ETV2	Eenadu Television Pvt Ltd	35,393
6	TV Strip Scrolling - HMTV	Hyderabad Media House Limited	15,168
7	TV Strip Scrolling – Sakshi TV	Indira Television Limited	16,854
8	TV Strip Scrolling – ABN Andhra Jyothi	Aamoda Broadcasting Company Pvt Ltd	16,854
9	TV Strip Scrolling – V6	VIL Media Private Limited	16,854
10	Advertisement in Vernacular Newspapers (Deccan Chronicle, Andhra Jyothi, Namaste Telangana)	Ramakanth Advertising Private Limited	11,95,200
11	Advertisement in Vernacular Newspapers (Eenadu)	Progress Communications Pvt Ltd	3,10,800
12	Advertisement in Vernacular Newspapers (Hindu + Times of India)	Sreshta Communications	4,02,800
		TOTAL	Rs.21,36,328/-

3. Government, therefore, hereby accord, sanction and release an amount of Rs.21,36,328/- (Rupees Twenty One Lakhs Thirty Six Thousand Three Hundred and Twenty Eight Only) to the agencies as mentioned at Para.2 above towards advertisement charges.

4. The amount sanctioned and released at Para.3 above shall be debited to the following Head of Account:

3451	:	Secretariat Economic Services
MH 090	:	Secretariat
GH (11)	:	Normal State Plan
SH (22)	:	IT&C Department
260	:	Advertisements, Sales and Publicity Expenses

5. The Joint Director & DDO, IT&C Department shall draw the amount of Rs.21,36,328/- (Rupees Twenty One Lakhs Thirty Six Thousand Three Hundred and Twenty Eight Only) sanctioned in Para.3 above and arrange for payment after duly applying the TDS in favour of the respective agencies as mentioned here under:

S.No.	Name of the agency	Amount (Rs.)
1	Shreya Broadcasting Pvt Ltd	25,281
2	Rachana Television Private Limited	25,281
3	Associated Broadcasting Company Pvt Ltd	58,989
4	Telangana Broadcasting Pvt Ltd	16,854
5	Eenadu Television Pvt Ltd	35,393
6	Hyderabad Media House Limited	15,168
7	Indira Television Limited	16,854
8	Aamoda Broadcasting Company Pvt Ltd	16,854
9	VIL Media Private Limited	16,854
10	Ramakanth Advertising Private Limited	11,95,200
11	Progress Communications Pvt Ltd	3,10,800
12	Sreshta Communications	4,02,800
	TOTAL	Rs.21,36,328/-

6. The above agencies shall submit an advance stamped receipt for the amounts sanctioned to them, to the Department in duplicate.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

SANJAY JAJU
SECRETARY TO GOVERNMENT

To
 M/s.Shreya Broadcasting Pvt Ltd, Hyderabad
 M/s.Rachana Television Private Limited, Hyderabad
 M/s.Associated Broadcasting Company Pvt Ltd, Hyderabad
 M/s.Telangana Broadcasting Pvt Ltd, Hyderabad
 M/s.Eenadu Television Pvt Ltd, Hyderabad
 M/s.Hyderabad Media House Limited, Hyderabad
 M/s.Indira Television Limited, Hyderabad
 M/s.Aamoda Broadcasting Company Pvt Ltd, Hyderabad
 M/s.VIL Media Private Limited, Hyderabad
 M/s.Ramakanth Advertising Private Limited, Hyderabad
 M/s.Progress Communications Pvt Ltd, Hyderabad
 M/s.Sreshta Communications, Hyderabad
 The Accountant General (Audit), Andhra Pradesh, Hyderabad
 The Accountant General (A&E), Andhra Pradesh, Hyderabad
 The Director of Treasures and Accounts, Andhra Pradesh, Hyderabad
 The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad
 The Pay and Accounts Officer, Andhra Pradesh, Hyderabad
 The Resident Audit Officer O/o Pay and Accounts Officer, Hyderabad
 The JD & DDO, IT&C Department

Copy to:
 Fin. (EXPR-GAD II) Department
 S.F./Spare

// FORWARDED :: BY ORDER //

SECTION OFFICER